

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 16703 281117Z

45

ACTION SPC-03

INFO OCT-01 EA-11 ISO-00 SS-20 EB-11 A-01 CIAE-00 INR-10

NSAE-00 RSC-01 DRC-01 /059 W
----- 108417

R 281127Z DEC 73

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 8988

UNCLAS TOKYO 16703

E.O. 11652: N/A

TAGS: ETRD, JA

SUBJECT: EFFECTIVENESS IN OVERSEAS COMMERCIAL FUNCTIONS

REF.: (A) STATE 239800 (B) TOKYO 16182

SUMMARY: IN RESPONSE TO OFFER REF A, EMBASSY PLEASED SET FORTH SOME IDEAS FOR INCREASING EFFECTIVENESS COMMERCIAL FUNCTION IN FOREIGN SERVICE. END SUMMARY.

1. THE OFFICE OF INTERNATIONAL MARKETING IN THE DEPARTMENT OF COMMERCE MAINTAINS A POOL OF SPECIAL EXHIBITION MANAGEMENT TEAMS WHICH ARE SENT TO COUNTRIES WHERE THE USDOC IS STAGING AN EXHIBITION. WHILE THESE TEAMS RECEIVE SOME SUPPORT FROM THE EMBASSY, THEY ARE PROFESSIONAL PEOPLE WITH SPECIALIZED CAPABILITIES WHO ACCOMPLISH THEIR MISSION WITH MINIMUM DISRUPTION TO THE POST'S NORMAL ACTIVITIES. THE EMBASSY SUGGESTS THAT THE IDEA MAY BE EXPANDED FOR USE IN OTHER FIELDS TO AUGMENT TEMPORARILY THE COMMERCIAL SECTION OF ANY EMBASSY ABROAD. IN ITS COUNTRY COMMERCIAL PROGRAM, EACH POST MIGHT INCLUDE REQUEST FOR SPECIAL ASSISTANCE ON A TEMPORARY BASIS FROM SPECIALIZED STAFF IN THE DEPARTMENT OF COMMERCE. MARKET RESEARCHERS OR COMMODITY SPECIALISTS, FOR EXAMPLE, COULD BE PRODUCTIVELY USED TO MAKE STUDIES WHICH THE POST COULD THEN USE AS BASIS FOR MORE SPECIFIC MARKET RESEARCHES ON TRADE PROMOTION ACTIVITIES.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 TOKYO 16703 281117Z

3. ANOTHER IDEA IS A MORE DIRECT LINE OF COMMUNICATIONS

BETWEEN THE FOREIGN SERVICE POSTS AND FIRMS IN THE US. IF THE COMMERCIAL SECTION OF POSTS IN MAJOR US MARKETS HAD THEIR OWN COMMERCIAL TELEX FACILITIES THEY WOULD BE IN A POSITION TO RESPOND TO INQUIRIES BY US BUSINESSMEN QUICKLY AND DIRECTLY, WITH TELEX COSTS BORN BY US FIRMS. TRADE INQUIRIES AND SERVICES OF A GENERAL NATURE AND OF GENERAL INTEREST, SUCH AS WTDRS, TRADE OPPORTUNITIES, ADS'S. ETC., WOULD CONTINUE TO BE FUNNELED THROUGH THE DEPARTMENT OF COMMERCE ALONG SAME LINES NOW FOLLOWED. INDIVIDUAL INQUIRES ON SPECIFIC QUESTIONS COULD BE COMMUNICATED DIRECTLY, HOWEVER, WITH COPIES OF THE CORRESPONDENCE TO THE DEPARTMENT OF COMMERCE. WE BELIEVE THIS HOLDS PROSPECTS NOT ONLY TO SATISFY QUICKLY AND EFFICIENTLY SPECIFIC NEEDS OF THE US BUSINESS COMMUNITY, BUT IT WOULD ALSO BE A VERY VISIBLE DEMONSTRATION OF FOREIGN SERVICE INVOLVEMENT IN COMMERCIAL SERVICES ABROAD.

4. EMBASSY HAS FACED PROBLEM OF FREQUENT NON-IOGA TRADE MISSIONS WHICH MAKE CONSIDERABLE DEMANDS ON EMBASSY TIME AND RESOURCES, EVEN THOUGH ONLY QTE MINIMAL ASSISTANCE UNQTE IS PROVIDED (FOR DETAILS SEE EMBASSY'S A-874, NOVEMBER 6, 1973), THIS FALL, FOR EXAMPLE, BETWEEN 12 AND 15 NON-IOGA TRADE MISSIONS CAME TO TOKYO. ONE AMERICAN OFFICER AND THREE LOCAL EMPLOYEES WORKED MORE OR LESS ON FULL-TIME BASIS PROVIDING SERVICES SUCH AS ARE PROVIDED FOR ANY OTHER AMERICAN QTE DROP INS UNQTE, E.G. BRIEFINGS, INFORMATION AND ADVICE, AND MAKEING SOME APPOINTMENTS. IN MANY CASES THESE MISSIONS WERE HEADED BY STATE GOVERNOR OF OTHER HIGH-TANKING STATE OR LOCAL GOVERNMENT OFFICIAL, THUS MAKING IT DIFFICULT FOR EMBASSY TO LIMIT ITS SERVICES. EMBASSY BELIEVES SITUATION, WHICH UNDOUBTEDLY FACED BY MANY OTHER POSTS, COULD BE ALLEVIATED SOMEWHAT BY CLOSE COOPERATION BETWEEN COMMERCE AND THE NATIONAL ASSOCIATION OF STATE DEVELOPMENT AGENCIES (NASDA) SO AS TO BRING MOST, IF NOTALL, SUCH MISSIONS UNDER IOGA AEGIS. THIS SHOULD RESULT IN MORE SERIOUS MISSIONS, PROPER ADVANCING, REASONABLE BUDGETING, AND APPROPRIATE TIMING TO AVOID OVERLAPS. AT SAME TIME, COMMERCE COULD THEN MAKE IT CLEAR TO NON-IOGA MISSIONS (THROUGH NASDA) THAT EMBASSIES UNCLASSIFIED

UNCLASSIFIED

PAGE 03 TOKYO 16703 281117Z

UNABLE PROVIDE OTHER THAN TRULY MINIMAL SERVICES.

5. WITH RESPECT TO OPERATIONS IN TOKYO, WE CONTINUE, IN LINE WITH PRESENT GUIDELINES, TO STRIVE FOR FULL INTEGRATION OF ECONOMIC AND COMMERCIAL FUNCTIONS. THE EMBASSY HAS SET FORTH PROGRESS ALREADY MADE IN THIS AREA IN TOKYO 10128. WE HAVE ALSO ASKED FOR ADDITIONAL PERSONNEL WHICHARE BADLY NEEDED AND WHICH WOULD GREATLY INCREASE

OUR EFFECTIVENESS IN THE COMMERCIAL AREA (TOKYO 8315).

6. WHILE WE RECOGNIZE THAT ALL EMBASSIES WORK WITH THE LOCAL AMERICAN CHAMBER, WE BELIEVE THAT SEVERAL PROGRAMS INITIATED IN TOKYO MAY BE WORTHWHILE FOR OTHER POSTS AS WELL. FOR EXAMPLE, EARLY THIS YEAR WE BEGAN A S SERIES OF MONTHLY SEMINARS BETWEEN MEMBERS OF THE EMBASSY AND THE AMERICAN CHAMBER OF COMMERCE IN JAPAN (ACCJ) TO EXCHANGE IDEAS ON TOPICS OR ISSUES OF INTEREST TO BOTH

SIDES (E.G. PROBLEMS FACED BY JOINT VENTURES IN JAPAN, THE ENERGY CRISIS, SECONDLY, THE ACCJ HAS OPERATED AN ACTIVE PROGRAM OF BRIEFING BREAKFASTS, SCHEDULED ESPECIALLY FOR COMMERCIAL (AND USG) VISITORS AT EMBASSY REQUEST. FINALLY, THE EMBASSY PROVIDES THE ACCJ WITH MULTIPLE COPIES OF ALL UNCLASSIFIED AIRGRAMS OF COMMERCIAL INTEREST AND THE ACCJ IN TURN PUBLISHES A LIST OF THESE AIRGRAMS IN ITS MONTHLY JOURNAL SO THAT INTERESTED MEMBERS CAN OBTAIN COPIES DIRECTLY FROM THE ACCJ. IN ADDITION, THE ACCJ HAS AGREED TO DISTRIBUTE ON A REGULAR BASIS COPIES OF THE AIRGRAMS TO THE QTE MULTIPLIERS UNQTE IN THE CHAMBER (E.G. PORT AUTHORITIES, BANKS, CONSULTING FIRMS, STATE OFFICES).
SHOESMITH

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: PERSONAL OPINION, TRADE OPPORTUNITY REPORTS
Control Number: n/a
Copy: SINGLE
Draft Date: 28 DEC 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973TOKYO16703
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t1973122/aaaaaavq.tel
Line Count: 139
Locator: TEXT ON-LINE
Office: ACTION SPC
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: : (A) STATE 239800 (B) TOKYO 16182
Review Action: RELEASED, APPROVED
Review Authority: kellerpr
Review Comment: n/a
Review Content Flags:
Review Date: 17 DEC 2001
Review Event:
Review Exemptions: n/a
Review History: RELEASED <17-Dec-2001 by williad>; APPROVED <11 FEB 2002 by kellerpr>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: EFFECTIVENESS IN OVERSEAS COMMERCIAL FUNCTIONS
TAGS: ETRD, JA
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005